

**JEROME E. HORTON, CHAIRMAN**

California State Board of Equalization



*Invites you to the*

**FREE**

# **CALIFORNIA RETAIL AND TRADE BUSINESS CONFERENCE**

**Thursday, November 1, 2012**

9:00 a.m. — 3:15 p.m.

(check-in 8:00 a.m.)

California State University,  
Los Angeles

Golden Eagle Ballroom  
5151 State University Drive  
Los Angeles, CA 90032

Designed to help all retailers succeed, this conference will have industry specific sessions that address regulations, tax laws and credits, international trade, surviving in a down economy, and more!

**Register online:**

[www.boe.ca.gov/sutax/sbf.htm](http://www.boe.ca.gov/sutax/sbf.htm)

or call 1-888-847-9652

## **“Minimize the Frustration of Taxation”**

**SPECIAL GUEST**

**MICHELLE STEEL, VICE CHAIR,**  
California State Board of Equalization

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## KEYNOTE SPEAKERS

### **Banking on Business: The Recovery Starts Now!**

#### **Kent V. Stone**

Executive Vice President and Chief Strategist of Consumer Banking,  
U.S. Bancorp

### **Positioning Small Businesses for Success**

#### **Marie C. Johns** (Invited)

Deputy Administrator,  
U.S. Small Business Administration, Washington D.C.

## GUEST SPEAKER

### **Expanding Your Business: Internationally and Domestically**

#### **Chris Chase**

Marketing Manager,  
Port of Los Angeles



## GENERAL SESSION TOPICS

**9:00 A.M. — 12:00 P.M.**

### **Capitalizing on Tax Credits**

Access millions in State and Federal Tax Credits. Topics include leveraging State and Federal Tax Credits to hire new employees, using Earned Income Tax Credits to increase employee compensation, identifying Tax Credits that lower your tax liability and accessing state and federal medical, dental and utility subsidies.

### **Venture Capital and Alternative Funding Sources**

How to access non-traditional and traditional investment income to grow your business.

### **International Trade: Doing Business Overseas**

Learn about foreign investors interested in investing and franchising their operations in California. Partnerships for California businesses for export operations in other countries.

### **Making Money in a Down Economy**

Learn how to succeed in a challenging economy.

### **Financing your Business**

Build and strengthen your business with strategies to access investment capital.



A word cloud featuring various business-related terms. The most prominent words are 'BUSINESS' and 'RETAIL', which are large and oriented vertically. Other significant words include 'FINANCE', 'EXPORT', 'IMPORT', 'OPERATION', 'PRODUCT', 'COST', 'TARIFF', 'BUY', 'SELLING', 'MISSION', 'CO', 'NUMBER', 'WORK', 'PRICE', 'CE', 'ING', 'UE', 'PRODUCT', 'ECONOMY', 'SHOP', 'VERTISING', 'UMBER', 'VELOPING', 'WORLD', 'EXPORT', 'PRODUCT', 'FINANCE', 'WORLD', 'OPERATION', 'EXPORT', 'FINANCE', 'WORLD', 'OPERATION', 'EXPORT', 'FINANCE', 'WORLD', 'OPERATION', 'EXPORT'. The words are arranged in a dense, overlapping manner, with some appearing in a lighter shade of gray than others.



- Retailers
- Automotive Industry
- Restaurateurs
- Grocers

## A collage of three images. The top-left image is a close-up of a hand inserting a credit card into a payment terminal. The bottom-left image shows a person walking down a brightly lit store aisle. The right image shows a display of folded clothes on shelves in a store.

- Tax Basics for Starting New Businesses
- Marketing Trends and Strategies
- Legal Tips for Running a Business
- Entrepreneur Training

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## IN PARTNERSHIP WITH



### California Autobody Association

The California Autobody Association (CAA) is a non-profit trade association comprised of over 1000 individual and independent businesses within the automobile collision repair industry. The mission of the CAA is to enable the auto body industry to survive and prosper by helping its members produce a quality repair for the consumer at a fair price for a fair profit.



### Automotive Service Councils of California

The Automotive Service Councils of California (ASCCA) is the largest automotive service shop owners association in California. The core purpose of ASCCA is to elevate and unite automotive professionals, and give them voice in a way that promotes integrity, compassion, individuality and continuous self-improvement.



### California State Board of Equalization

The mission of the Board of Equalization (BOE) is to serve the public through fair, effective, and efficient tax administration. The BOE administers agency tax and fee programs; adopts rules and regulations to clarify tax laws; acts as an appellate body for the review of property, business and income tax assessments; assesses and allocates property values of railroads and specified utilities; and oversees the property tax assessment practices of all 58 county assessors. Tax revenue collected by the BOE supports California programs and services including law enforcement, health care, transportation, and many others.



### California New Car Dealers Association

The California New Car Dealers Association (CNCDA) is the country's largest state association of franchised new car and truck dealers representing over 1,200 dealer members. CNCDA members are primarily engaged in the retail sale and lease of new vehicles, and also engage in automotive service, repair and part sales. CNCDA promotes fair and ethical business practices through a wide range of educational programs, services and industry publications.



### California Restaurant Association

California cuisine has become a phenomenon, setting the standard for culinary and hospitality innovation worldwide. The California Restaurant Association strives to be the definitive voice for this vibrant business, infusing our member restaurants' signature creative spirit into our own mission as we help move the industry forward.



### California Retailers Association

The California Retailers Association is the only statewide trade association representing all segments of the retail industry including general merchandise, department stores, mass merchandisers, fast food restaurants, convenience stores, supermarkets and grocery stores, chain drug, and specialty retail such as auto, vision, jewelry, hardware and home stores.



### California Grocers Association

The California Grocers Association (CGA) is a non-profit, statewide trade association representing the food industry since 1898. The CGA represents approximately 500 retail members operating over 6,000 food stores in California and Nevada, and approximately 300 grocery supplier companies. Retail membership includes chain and independent supermarkets, convenience stores and mass merchandisers.



### Employment Development Department

The California Employment Development Department (EDD) offers a wide variety of services to millions of Californians under the Employment Service, Unemployment Insurance, State Disability Insurance, Workforce Investment, and Labor Market Information programs.



### Franchise Tax Board

The purpose of the Franchise Tax Board is to collect the proper amount of tax revenue, and operate other programs entrusted to us, at the least cost; serve the public by continually improving the quality of our products and services; and perform in a manner warranting the highest degree of public confidence in our integrity, efficiency and fairness.



### California Taxpayers Association

Founded in 1926, the California Taxpayers Association is the state's largest and oldest organization representing taxpayers. Established as a nonpartisan, non-profit research and advocacy association, CalTax has a dual mission to guard against unnecessary taxation and to promote government efficiency.

The Board of Equalization's (BOE) participation in this activity and the appearance of the BOE logo or seal on promotional material is not an endorsement of the views, opinions, products or services of any program partner, participant, person, or entity.